venture 1:9

75 Year-End Fundraising Email Subject Lines

Pose a Question:

- Can you help me out?
- "First name," I have a question…
- Will you help "beneficiary's name"?
- "First name," can I have a moment?
- When was the last time you made someone smile? 😊
- Don't think you have enough to make a difference?
- How many lives can you touch with $50?
- How will you change the world today?
- Have you ever wondered about _____?
- 📣 Have you heard?

Emphasize Giving, Gifts, Holidays and End of the Year:

- Did you forget someone on your holiday list?
- Last-minute gift ideas 🎁
- The best gift
- _____ reasons to give
- Make 2024 the best year yet for _____
- We have a gift for you 🎁
- Make a gift that gives hope
- Think outside the 🎁 box this holiday
- Santa's gifts aren't this good…
- Where does your gratitude overflow to?
- You can deliver hope this season 🎄
- Don't wish you had done more this year
- One click can change lives – even yours
- Join us in the _____ challenge
- What your neighbors need next year
- _____'s story changed this year!
- ❤️ Give the gift that keeps on giving ❤️

Make it Intriguing:

- (Name): Important news
- Breakthroughs in (problem you are solving)
- Something is burning, (name)
- "First name" – review your donation
- I have a job for you
- Your donation status
- As you requested
- "First name," I have great news
- Don't open this email
- You won't believe this
- FW: thought you'd want to see this
- "First name," this is it!
- Found it… Really!
- Are you ready?
- Here's what you missed…

Creating a Sense of Urgency:

- Don't let this year pass you by
- Campaign update: still _____ from our goal
- Every gift doubled – make twice the impact
- We're so close!
- We're counting down! X days left to help.
- You may have missed this, but you don't want to…
- Hours left to give in 2024
- It's never too late to make a difference
- It's not too late to help
- Breaking: _____'s rescue from _____
- We're almost out of time ⏳
- Help us reach our goal before midnight
- End 2024 on a positive note
- Time is almost up to make your tax-deductible gift
- Re: your tax-deductible gift
- The last day to give
- Double your impact – one day left
- Urgent: tax deadline approaching
- 1 day left; 5 reasons to give
- Make an impact with your IRA
- Less than 5 hours left to double your gift

Say Thank You:

- Holiday greetings from "organization name"
- Help us celebrate the New Year
- It's been a great year, (name), because of people like you!
- 💌 We want to say thank YOU!
- You Made _____ start with a Happy New Year!💥
- Thinking of you this holiday season
- We're so thankful for you this year!
- 🎶 Your love is lifting us higher and higher 🎶
- We're thankful for YOU this season
- Cheers to you!
- Watch the incredible things you've done this year
- YOU did this!

Some Great FREE Tools to Help:

- [Email Subject Line Grade](#) by Net Atlantic, evaluates the overall clickability of your subject line based on copy, character count, word count, word mixture, and balance by providing a numerical score out of 100. This tool also offers suggestions on how to improve.

- [SubjectLine.com](#) is a similar tool, testing the overall effectiveness of your copy. You'll get an overall score for your subject line along with what you did well and where you fell short (i.e. "No capitalization detected = -12 pts", "Short subject lines stand out = +5 pts").

- [Email Subject Line Tester](#) by Mailmeteor tests email subject lines and provides a score based on length, frequency of punctuation, presence of emojis, and spam words to make sure your email will be well-received. To knock your subject line out of the park, Mailmeteor will also provide a list of alternative subject lines based on the one you entered.

- [Refine: The Free Subject Line Tester](#) from Moosend tests your subject lines based on your selected industry and number of subscribers. This tool predicts whether your open rate is above or below your industry's average and it provides recommendations to improve. For example, "How many lives can you save with $25?" puts your open rate at 0.28% above the charity industry's average given 10,000 subscribers. To improve this, Moosend suggests things such as making the message more relevant through personalization (i.e. "John, how many lives can you save with $25?") or adding a splash of color with an emoji (i.e. "👉 How many lives can you save with $25?").